Registrations overseas

WEST GERMANY

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	7,941	9,423
Bertone	393	.....
BL	2,855	4,293
BMW	92,167	90,986
Daihatsu	3,986	6,013
Datsun	28,684	31,118
Fiat Auto	67,094	66,664
Ford	166,528	208,115
General Motors	284,426	268,266
Honda	23,154	27,797
Lada	4,465	4,669
Mazda	27,888	31,699
Mercedes-Benz	160,300	168,309
Mitsubishi	24,190	34,888
Nuova Innocenti	407	1,100
Peugeot SA	65,074	73,380
Citroen	28,730	31,971
Peugeot	16,838	20,417
Talbot	19,506	20,992
Pininfarina	99	.....
Porsche	7,228	6,928
Renault	63,965	70,590
Saab	1,945	2,053
Skoda	928	1,256
Subaru	2,570	1,100
Suzuki	7,558	5,204
Toyota	27,131	37,434
VAG	451,819	489,747
Audi	87,051	109,555
Volkswagen	364,768	380,192
Volvo	8,190	10,020
Others	1,051	2,164
Total	1,532,004	1,653,216

UNITED KINGDOM

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	6,042	5,220
BL	204,873	209,479
BMW	17,854	12,971
Colt	6,463	9,228
Daihatsu	3,445	1,978
Datsun	67,860	70,681
Fiat Auto	37,702	44,285
Ford	337,659	332,997
FSO	2,231	1,433
General Motors	130,578	92,477
Honda	11,364	10,999
Hyundai	1,870	.....
Jeep	4	61
Lada	12,262	10,430
Lotus	290	219
Mazda	10,224	13,828
Mercedes-Benz	9,059	7,748
Panther	22	31
Peugeot SA	74,440	86,598
Citroen	18,227	20,000
Peugeot-Talbot	56,213	66,598
Reliant	87	266
Renault	50,634	52,852
Rolls-Royce	627	986
Saab	6,959	6,716
Skoda	6,194	6,061
Subaru	1,802	2,293
Suzuki	1,930	2,028
Toyota	19,328	17,716
VAG	66,323	58,875
Volvo	37,348	30,608
Zastava	1,807	285
Others	2,686	2,656
Total	1,129,967	1,092,005

AUSTRIA

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	1,967	1,624
BL	513	694
BMW	5,637	5,250
Daihatsu	219	281
Datsun	8,460	8,611
Fiat Auto	8,988	8,985
Ford	11,606	12,928
General Motors	20,993	16,447
Honda	2,147	1,456
Lada	1,490	1,956
Mazda	14,026	13,114
Mercedes-Benz	3,449	4,166
Mitsubishi	2,800	4,066
Peugeot SA	10,691	12,961
Citroen	4,542	4,712
Peugeot-Talbot	6,149	8,249
Porsche	300	342
Renault	8,461	7,503
Saab	371	523
Skoda	193	278
Subaru	1,871	2,185
Suzuki	584	960
Toyota	4,945	6,807
VAG	29,979	31,254
Volvo	2,189	2,562
Others	99	144
Total	141,978	145,097

SWEDEN

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	350	312
BMW	2,368	1,804
Daihatsu	850	594
Datsun	3,555	2,769
Fiat Auto	2,717	2,278
Ford	14,396	14,184
General Motors	13,688	10,904
Honda	2,718	2,507
Lada	1,949	1,994
Mazda	6,210	6,072
Mercedes-Benz	3,843	3,634
Mitsubishi	900	1,210
Peugeot SA	3,615	4,261
Porsche	119	75
Renault	1,570	1,770
Saab	18,529	16,083
Skoda	301	209
Subaru	200	.....
Toyota	5,132	3,717
VAG	16,769	14,446
Volvo	34,140	30,234
Others	34	52
Total	133,953	119,089

JAPAN

	7 mos., 1982	7 mos., 1981
Cars		
Daihatsu	45,696	49,849
Fuji	45,644	38,633
Honda	135,551	99,177
Isuzu	34,547	38,304
Mitsubishi	146,579	150,865
Nissan	505,403	485,277
Suzuki	40,559	37,149
Toyo Kogyo	143,018	127,511
Toyota	702,049	645,903
Imports	20,561	23,311
Total	1,819,607	1,695,979
Trucks, buses		
Daihatsu	153,713	139,672
Fuji	110,426	80,732
Hino	22,258	23,988
Honda	81,364	83,043
Isuzu	73,784	74,752
Mitsubishi	162,387	162,630
Nissan	180,723	212,393
Nissan Diesel	10,999	12,523
Suzuki	217,165	203,656
Toyo Kogyo	87,099	100,411
Toyota	219,132	253,383
Imports	1	.....
Total	1,319,051	1,347,183
Total vehicles	3,138,658	3,043,162

FRANCE

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	13,873	11,136
BL	14,857	11,648
BMW	16,358	11,247
Datsun	7,985	7,154
Fiat Auto	47,965	37,416
Ford	61,965	51,242
General Motors	24,124	15,401
Honda	4,468	2,534
Lada	11,547	9,063
Mazda	7,494	5,033
Mercedes-Benz	8,342	7,479
Mitsubishi	1,885	1,367
Peugeot SA	367,976	320,055
Citroen	137,975	140,120
Peugeot	133,659	134,275
Talbot	66,342	45,600
Polski	824	657
Porsche	777	637
Renault	416,757	403,370
Saab	76	171
Skoda	1,985	1,869
Toyota	5,779	5,947
VAG	66,202	63,339
Volvo	5,646	5,344
Zastava	381	637
Others	138	74
Total	1,056,706	973,706

HOLLAND

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	1,047	1,433
American Motors	15	31
BL	1,724	1,898
BMW	4,624	3,774
Chrysler	19	14
Daihatsu	397	722
Datsun	5,347	6,940
Fiat Auto	6,716	5,704
Ford	11,991	11,923
FSO	25	34
General Motors	20,841	19,649
Honda	5,557	7,265
Hyundai	354	838
Lada	2,164	1,392
Mazda	4,103	7,051
Mercedes-Benz	2,758	2,881
Mitsubishi	4,371	7,954
Peugeot SA	16,499	16,749
Citroen	7,626	6,618
Peugeot-Talbot	8,873	10,131
Polski	13	24
Porsche	71	69
Renault	11,106	11,037
Saab	1,084	1,087
Skoda	203	96
Subaru	264	427
Suzuki	1,697	660
Toyota	5,229	7,127
VAG	11,768	13,228
Volvo	4,109	5,112
Zastava	250	118
Total	124,377	135,320

Production overseas

FRANCE

	8 mos., 1982	8 mos., 1981
Cars		
Peugeot SA	807,320	813,184
Citroen	329,720	344,001
Peugeot	340,483	344,774
Talbot	137,117	124,409
Renault	883,052	821,205
Total	1,690,372	1,634,389
Trucks, buses		
CBM	69	53
Peugeot SA	88,561	108,828
Citroen	18,957	30,555
Peugeot	61,651	69,358
Talbot	7,953	8,915
Renault	146,298	146,624
Sovam	55	86
Unic	3,783	6,500
Total	238,766	261,891
Total vehicles	1,929,138	1,896,280

JAPAN

	7 mos., 1982	7 mos., 1981
Cars		
Daihatsu	78,557	95,566
Fuji	117,474	113,521
Honda	513,717	516,361
Isuzu	69,760	78,600
Mitsubishi	357,460	376,911
Nissan	1,069,618	1,088,858
Suzuki	51,153	56,371
Toyo Kogyo	497,369	499,169
Toyota	1,357,944	1,358,556
Total	4,113,052	4,183,913
Trucks, buses		
Daihatsu	200,752	196,592
Fuji	174,794	154,247
Hino	38,571	41,301
Honda	87,201	88,833
Isuzu	171,315	199,485
Mitsubishi	228,573	270,222
Nissan	367,925	429,716
Nissan Diesel	22,445	26,385
Suzuki	290,654	272,932
Toyo Kogyo	167,288	205,573
Toyota	553,704	609,070
Others	501	397
Total	2,303,723	2,494,753
Total vehicles	6,416,775	6,678,666

SPAIN

	7 mos., 1982	7 mos., 1981
Cars		
Citroen	59,619	36,997
Fasa-Renault	180,291	176,066
Ford	146,326	152,383
Seat	151,117	133,211
Talbot	34,383	41,932
Total	571,736	540,589
Trucks, buses		
CAF	146	1,008
Citroen	24,674	17,389
Enasa	8,069	7,820
Fasa-Renault	17,749	19,108
Ford	4,401	3,328
Hispavinsa	2,157	1,989
Land-Rover	8,032	9,860
Mercedes-Benz	7,824	9,103
Motor Iberica	11,755	12,736
Seat	1,152	910
Total	85,959	83,251
Total vehicles	657,695	623,840

UNITED KINGDOM

	6 mos., 1982	6 mos., 1981
Cars		
BL	231,717	225,201
Austin Rover	213,465	213,791
Jaguar	11,258	6,467
Land Rover	6,994	4,943
Carbodies	730	.....
DeLorean	1,287	1,290
Ford	174,515	164,935
Lotus	294	164
Reliant	43	58
Rolls-Royce	1,339	1,450
Talbot	22,807	62,209
TVR	60	90
Vauxhall	52,761	35,484
Others	293	297
Total	485,846	491,178
Trucks, buses		
Bedford	27,515	25,064
BL	44,881	43,100
Austin Rover	16,604	13,945
Land Rover	20,263	21,149
Leyland	8,014	8,006
ERF	1,002	N/A
Foden	363	280
Ford	59,751	41,778
Hestair Dennis	411	439
Karrier	3,561	4,631
Metro-Cammell-Weymann	162	355
Seddon Atkinson	901	715
Others	283	406
Total	138,833	116,768
Total vehicles	624,679	607,946

Small cars lead sluggish Japanese market

By John Hartley
Staff Correspondent

TOKYO. — The inconsistent pattern in car sales continues in Japan, with overall vehicle sales down in August by 5 percent compared with the same month in 1981, and level in September.

Cars did better than trucks, as usual, with sales of 140,968 in August (down 4 percent), bouncing back to 249,342 units (up 4.1 percent) in September. The enormous difference between August and September reflects the seasonal pattern in Japan; because of the holiday period, sales are traditionally very low in August.

In car sales, the fluctuations do not hide the trend, which is an increase in sale of cars of up to 1.5 liters and a decrease for larger ones. For example, in August, sales of smaller cars were up 12.5 percent and in September they were up 19.6 percent.

These increases were led by the Toyota Corolla, Nissan Sunny (Sentra) and Mazda Familia (GLC).

Meanwhile, in the 2-liter class, sales were down 11 percent in August and 5 percent in September. Sales of cars with larger engines slumped by 20 percent in August and a massive 43 percent in September. Total volume of these large cars is small, however, at 4,000 units.

In August, Mazda's Familia sold 12,381 units (up 20 percent) against 11,085 Corollas (down 23 percent) and 7,436 Sunnys (up 21 percent). Nissan's Pulsar, Liberta and Langley family did well, with an aggregate of 7,384 sales (up 65 percent), as did the Toyota Tercel/Corsa/Corolla II, at 8,614 sales, up about 150 percent.

• In September, these autos continued to do well in the much bigger market: Sunny, 19,674 sales (up 38 percent); Corolla, 18,242 (down 13 percent; Familia, 15,603 (up 1 percent); Pulsar/Langley/Liberta, 14,035 (up 100 percent), and Tercel/Corsa/Corolla II, 12,223 (up 148 percent).

Both the Pulsar and Tercel ranges are much wider than the old models they replaced, and they are sold through more dealer networks. In addition, of course, they are modern front-wheel-drive autos, whereas the Corolla is now aging in Japanese terms and is due to be rebodied next year.

Mitsubishi's Mirage (Colt), which has been little more than maintaining last year's sales levels, suddenly spurted in September to record sales of 8,346 (up 16 percent), whereas the Lancer, due to be phased out soon, continued to languish with sales down 28 percent at 2,106.

In the 2-liter class, the Nissan Bluebird was the top seller with 7,074 sales (down 21 percent) in August, and 16,497 (down 2.4 percent) in September.

Toyota's Carina and Corona made impressive gains — these models were introduced in the spring, whereas the Bluebird is in its fourth year — with 6,277 (up 12 percent) and 5,776 (up 31 percent) sales, respectively, in August, and 9,400 (up 46 percent) and 9,301 (up 10 percent), respectively, in September.

However, the Mark II (Cressida) beat them both at 11,236 sales (up 16 percent). In August, Toyota introduced a 2-liter six-cylinder engine with four-valve head and a 2.4-liter turbocharged diesel for the Mark II, and the public obviously reacted favorably.

• In August and September, the Big Two, Toyota and Nissan, made real progress — although for the first eight months of this year, only Toyota has increased sales. The smaller makers, meanwhile, have suffered. Most seriously hit is Fuji (Subaru), whose Leone saw sales crash by 50 percent in August to only 1,000 units, and by 22 percent to 2,928 in September. In an attempt to boost sales, Fuji is now introducing turbocharged four-wheel-drive models.

Meanwhile, both Honda and Mitsubishi's new models are faltering as the Japanese economy weakens.

Honda Accord sales were down in August and September 5 percent from the same months last year. The Accord's sister model, the Vigor, gave the company an overall increase in the 2-liter class. The Civic continues to sell at about half the level of a year ago, but the City is not doing as well as expected; in August, it sold 5,830 units, and in September 8,245.

Nevertheless, the relative success of the City has boosted Honda's overall sales total—by 21 percent in August and by 53 percent in September. Now that the City turbo has been launched, Honda hopes sales will exceed 10,000 units.

However, in November it will face competition from the Nissan March one-liter car. Daihatsu is due to launch a turbocharged version of its Charade, as well.

Mitsubishi's Tredia FWD sedan slumped to only 800 sales in August and 1,250 in September, and the Cordia coupe did little better with 1,052 and 1,398, respectively. Both these models were expected to sell more than 4,000 units a month.

Neither has the new Mitsubishi Starion coupe captured the imagination of the Japanese public; sales were around 600 units in each month, against the hoped-for 2,000 units.

Clearly, there will be a major marketing effort to try to redress falling sales by all the manufacturers in the last two months of the year.

marketing & media

By JOSEPH BOHN

GM auction a huge success

General Motors may have found a new way to sell cars.

Its sale at Aptco Auto Auction in Southgate, Mich., the first of its kind for GM, was so successful that some observers predicted GM may never again sell company vehicles the traditional formula discount way to dealers.

The Aptco sale was described by one attendee as "the social event of the year." It drew over 2,500 people, with 500 to 800 dealers bidding on 346 cars and trucks.

"I've never witnessed anything like it here," said Sam Lafata, president of Aptco, who found himself having to use parking spaces from a quarter mile away.

The crowd was so heavy that many dealers did not even have the chance to get to the bidder's circle.

Dealers flew in from as far away as Texas, Omaha and Florida; 80 percent were from outstate.

A mysterious Texan, referred to as "Cowboy," generated the most conversation after buying an estimated 30 vehicles valued at nearly half a million dollars.

Some observers felt he paid "murder" for them, and there was a reference to some of the bidders "waking up out of the ether" afterward to realize what they had actually paid.

But, Lafata said, "everybody left with a smile on their face," with Robert Lund, GM vice president - Sales and Marketing Staff, and other factory officials, undoubtedly among the most elated.

Some of GM's hotter vehicles brought more at auction than they were being retailed for around town; others went for as much as they originally cost.

Diesels were surprisingly strong sellers among the out-of-towners, particularly those from farm and ranching communities where farmers have tax-free diesel pumps on their land to run tractors and machinery.

So, GM ended up earning far more from the auction than it ever would have gotten through its traditional way of selling off stock to dealers.

Some Detroit-area dealers were clearly disgruntled, however. They've generally had first access to company-owned vehicles — and at far lower prices than the auction was fetching.

The big question on everyone's mind as they left was, "When's the next sale?" Judging by the results, it won't be too long.

Used car sales
Auction Averages

October to date	$4,513
Month ago	$4,807
Year ago	$4,364

Money celebrates

Money magazine celebrated its 10th anniversary with a lavish musical review in Chicago, Detroit, Los Angeles and New York.

The company retained professional dancers/singers, with carefully scripted lyrics and choreography that ended up in a humorous tribute to advertisers, as well as the magazine's own strong selling points.

Money's October anniversary issue set a single-issue record with 158 pages of advertising, and $4.1 million in revenues, according to William M. Kelly Jr., publisher.

Traveling musicals, in fact, seemed to be the mode at Time-Life, as Fortune magazine similarly took a special musical presentation to 12 cities around the country.

Written and performed by Weeden, Finkle & Fay, the program was a refresher course — BE-101 How to Succeed — designed to help Fortune's advertisers and guests cope with today's changing business world.

Rochester Ford group

Five Rochester (N.Y.) area Ford dealers formed the Greater Rochester Ford Dealers Advertising Assn.

The five dealers in the new group remain part of the Buffalo District Ford Dealer Advertising Assn. Both accounts are handled by J. Walter Thompson, USA/Pittsford, N. Y.

First program by the new group is an 11-week TV campaign consisting of a 60-second commercial, "Look out Rochester, Here comes Ford."

Panhandle Pontiac group

The Panhandle Pontiac Dealer's Assn. was formed to represent 28 Pontiac dealers in Texas, Oklahoma and New Mexico.

Elmer Brown, Brown Pontiac, Amarillo, Tex., was elected president of the association.

Bedford Advertising, Dallas, was named the agency to handle the $150,000 account. Bedford has six Pontiac dealer groups, 90 dealers nationally.

Promos

Six dealers in the Rochester (Mich.) area held an "Oktoberfest New Car and Truck Sale" early in the month, retailing 209 cars and trucks from it.

The dealers, all located on the same road within a mile of each other, represent competitive makes. They're known as the "Auto Dealers of Rochester Road."

Their hoopla included a grand prize Delta Airlines Dream Vacation for two, six second prizes to Michigan resorts and appearances by a local-area celebrity, among other things.

The promotion was heavily supported by TV and radio and was handled by Unacom Marketing, Southfield, Michigan.

The Pumpkin Patch yielded one person a prize Escort when Baltimore Area Ford Dealers ran their "Great Escort Giveaway Contest."

Some 14 car dealers were involved in the promotion, handled by Jack Brahms Advertising, Baltimore.

Heavy TV included an atmospheric spot, placing Escort in a mysterious foggy setting.

Model breakdown
Auction Averages

	October	September	August
1982	$7,962	$8,253	$8,749
1981	6,457	6,564	6,591
1980	5,115	5,204	5,348
1979	4,511	4,907	4,830
1978	3,493	3,822	3,867
1977	2,812	3,010	3,038
1976	2,091	1,976	2,046
1975	1,355	1,271	1,357
Overall Average	$4,513	$4,807	$4,910

Personnel

Donald B. Effler joined D'Arcy-MacManus & Masius as senior vice president/management supervisor on the Pontiac account. He was previously with McCann-Erickson in Chicago.

William V. Haney was appointed vice president/director of communications at D'Arcy. He had been on the Bendix corporate communications staff.

Ervin J. Lichterman was appointed merchandising manager for Mazda Distributors Great Lakes, Grand Rapids, Mich., distributor of Mazda vehicles. He directs merchandising support for 117 dealers in five states.

John H. Nichols Jr., joined Campbell-Ewald Co. as group senior vice president-account management. He was with Leo Burnett, Chicago, for 17 years.

A senior vice president and four vice presidents are among the personnel promotions at J. Walter Thompson USA/Detroit.

William Jeanes, currently responsible for ad programs on Ford's new model year, became senior vice president.

Elected vice presidents were: **Jeffrey L. Hitch**, Western regional manager on Ford Dealer Advertising; **Thomas E. Healey**, head of the Media/Marketing Information Services Group; **James W. Lambert**, manager of JWT's Advertising Services Department, and **Theodore J. Thompson**, account representative on FDA advertising in Houston.

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, November 9, 1982

10 A.M. — CHRYSLER CORP.
SALE OF OVER 200 UNITS
CHRYSLER PLYMOUTH
DODGE DEALERS ONLY

11 A.M. — AMC FACTORY SALE
SALE OF OVER 200 UNITS
ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

MINNESOTA

MPLS. AUTO AUCTION
1,000 plus UNITS
TUESDAYS
11:00 A.M.
Regular Consignment Sale,
12:00 P.M.
3 RINGS
RECON FACILITIES. PICKUP ANYWHERE
MINNEAPOLIS AUTO AUCTION
1125 NATHAN LANE
MINNEAPOLIS, MINN. 55441
612-546-2403

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

Use Automotive News Classified Section

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or
301-879-7950
Rt. 1, Bel Air, Maryland 21014

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

But more are on the way

Domestic model total cut to 271

Continued from Page 1

makers list as three-door models.)

The final count for '82 was 113 four-doors, 150 two-doors, 40 wagons and four convertibles for a total of 307.

The domestic makers are offering 71 lines of cars this year, up from 68 during the '82 season.

Renault Alliance, Chrysler E-Class and Dodge 600 are new for '83, and there are a number of replacements or name changes.

Ford LTD has succeeded Granada, and Mercury Marquis fills the spot formerly occupied by Cougar (but what used to be the Cougar XR-7 will be called Cougar when the '83 arrives).

At Chrysler Corp., Turismo has taken over for Plymouth TC3 and Charger is the designation for the former Dodge 024. Chrysler was leaning in that direction in the latter stages of the '82 model year.

And at GM, the letters have been dropped from Pontiac T1000 and J2000, leaving just the numbers.

At this time in the '83 season, Buick has the most models with 37, followed by Mercury, 34; Ford, 33; Oldsmobile, 30, and Pontiac, 30. Next in line are Chevrolet, 25; Dodge, 18; Lincoln, 12; Plymouth, 11; AMC, 10; Cadillac, 9; Chrysler, 8; Volkswagen, 7; Renault, 6, and Imperial, 1.

The leaders at the end of the '82 model year were Ford, 41; Mercury, 39; Chevrolet, 34; Buick, 33; Pontiac, 31, and Oldsmobile, 30.

1983 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1983 Totals	(Final 1982 Totals)
AMERICAN MOTORS	5	7	0	4	16	(23)
AMC Concord	1	0	0	2	3	(9)
AMC Eagle	1	0	0	2	3	(6)
AMC Eagle SX-4	0	2	0	0	2	(2)
AMC Eagle Kammback	0	0	0	0	0	(2)
AMC Spirit	0	2	0	0	2	(4)
Renault Alliance**	3	3	0	0	6	(0)
CHRYSLER CORP.	17	13	3	5	38	(48)
Chrysler New Yorker	1	0	0	0	1	(1)
Chrysler E-class	1	0	0	0	1	(0)
Cordoba	0	1	0	0	1	(2)
LeBaron	1	1	2	1	5	(7)
Dodge Aries	2	2	0	2	6	(8)
Charger	0	2	0	0	2	(3)
Diplomat	2	0	0	0	2	(2)
Dodge 400	1	1	1	0	3	(5)
Dodge 600	2	0	0	0	2	(0)
Mirada	0	1	0	0	1	(1)
Omni	2	0	0	0	2	(3)
Imperial	0	1	0	0	1	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(3)
Reliant	2	2	0	2	6	(8)
Turismo	0	2	0	0	2	(3)
FORD MOTOR CO.	27	40	1	11	79	(93)
Ford LTD Crown Victoria	1	1	0	1	3	(8)
Escort	3	4	0	3	10	(12)
EXP	0	5	0	0	5	(1)
Fairmont Futura	2	3	0	0	5	(3)
Granada	0	0	0	0	0	(8)
LTD (Int.)	2	0	0	1	3	(0)
Mustang	0	6	1	0	7	(6)
Thunderbird***	0	0	0	0	0	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VI	3	3	0	0	6	(7)
Mercury Grand Marquis	2	2	0	1	5	(7)
Capri	0	6	0	0	8	(5)
Cougar	0	0	0	0	0	(5)
Cougar XR-7***	0	0	0	0	0	(2)
LN7	0	4	0	0	4	(1)
Lynx	4	4	0	3	11	(15)
Marquis (Int.)	2	0	0	2	4	(0)
Zephyr	2	2	0	0	4	(4)
GENERAL MOTORS	52	62	1	16	131	(137)
Buick LeSabre-Electra	4	4	0	2	10	(10)
Century	3	3	0	0	6	(4)
Regal	2	3	0	1	6	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(4)
Skylark	2	3	0	0	5	(6)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	0	0	1	3	(6)
Camaro	0	3	0	0	3	(3)
Cavalier	2	3	0	2	7	(11)
Celebrity	1	1	0	0	2	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette***	0	0	0	0	0	(2)
Malibu	1	0	0	1	2	(2)
Monte Carlo	0	1	0	0	1	(1)
Oldsmobile 88-98	5	3	0	1	9	(9)
Cutlass Ciera	2	2	0	0	4	(6)
Cutlass Supreme	2	3	0	1	6	(6)
Firenza	2	2	0	2	6	(4)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Bonneville G	2	0	0	1	3	(3)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	3	3	0	0	6	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000	2	4	0	2	8	(10)
Pontiac 6000	3	2	0	0	5	(4)
VOLKSWAGEN**	3	4	0	0	7	(6)
Rabbit	3	4	0	0	7	(6)
1983 TOTALS	104	126	5	36	271	
1982 TOTALS (End of Model Year)	113	150	4	40		(307)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault and Volkswagen totals include only U.S.-built models.
***—The '83 Thunderbird, Cougar and Corvette will be introduced later in the model year.

MODELS: 1942-1983

Number of models offered by U.S. auto makers, 1942 to 1983:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	271
1964	336		

Copyright, 1982, Automotive News

Auto historians reelect Lewis

HARRISBURG, Pa.—David L. Lewis was reelected president of the Society of Automotive Historians at the group's annual meeting here. Lewis is professor of business management at the University of Michigan.

Also reelected were Keith Marvin, Menands, N. Y., an author, editor and free lance writer, vice president; Charles L. Betts Jr., Yardley, Pa., a retired engineer, secretary, and George B. P. Ward Jr., Baltimore, a banker, treasurer.

Elected to the board of directors were Douglas A. Bakken, Dearborn, archivist and director of Ford Archives; Jeffrey I. Godshall, Royal Oak, Mich., automotive designer, artist and author, and Walter M. P. McCall, Windsor, Ont., public relations manager for Chrysler Corp. of Canada.

Chrysler imports up $79 for '83; some Colts cut

DETROIT. — Chrysler Corp. reported that the average-equipped prices of its imported Mitsubishi models have been increased $79, or 1.1 percent for '83.

The boost results from a hike of $280 on the Dodge Challenger and Plymouth Sapporo sport coupes. The Dodge Colt and Plymouth Colt prices are generally unchanged or lower than the '82s.

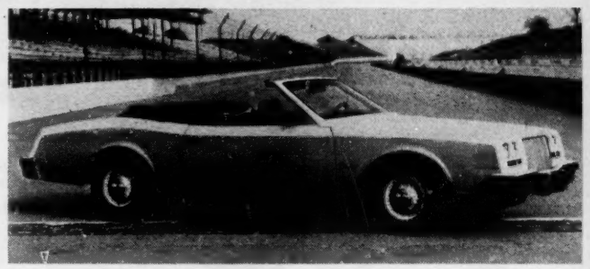
Both Dodge and Plymouth will use the Colt designation for '83. The Plymouth Champ nameplate has been dropped.

The base Colt two-door hatchback stays at $4,995; the Deluxe two-door is $5,720 (down $80), and the Custom two-door is $6,059 (down $63).

The base Colt four-door hatchback is $5,599 (down $111), and the Custom four-door is $6,176 (up $23).

The Sapporo and the Challenger are both priced at $8,323, an increase of $280.

Destination charges have been increased an average of $10 on Chrysler's '83 Mitsubishi models.



Riviera sets pace for '83 Indy

Astride the front straightaway of the Indianapolis Motor Speedway is the 1983 Buick Riviera convertible selected as the Pace Car at the 1983 Indianapolis 500. It is powered by a special 350-HP twin turbocharged Buick V-6 with port fuel injection and digital onboard computer controls from Delco Electronics. The Pace Car will be driven only on the speedway, as the 4.1-liter V-6 does not meet federal emission requirements.

New-car dealers see threat in fleet sales incentives

Continued from Page 1

they were making their views known to GM "in a spirit of partnership, not an atmosphere of acrimony." Mullane's FDA has taken a more adversarial position.

In a speech before the Federation of Auto Dealer Assns. of Canada in Montreal last week, Mullane said the FDA board of directors had voted funds to conduct legal research into the problem of fleet subsidies.

(NADA sued the Big Three auto makers over the issue of fleet subsidies in 1970. The case was decided against the dealers in 1976. In an ironic twist, the Federal Government sued the makers in an antitrust action which went to trial in 1973 because GM and Ford Motor Co. halted fleet subsidies within a day of each other in 1970. The government charged price fixing. It lost.)

Mullane told AUTOMOTIVE NEWS that $4,000 had been appropriated for the legal research.

"We believe the present subsidies and preferential practices such as large discounts, guaranteed depreciation, advertising allowances and the availability of these programs only to large purchasers amount to the establishment of a dual distribution system and violate the sales agreement," Mullane said.

But legal action is not the only weapon in FDA's arsenal, Mullane said. Also under consideration, he said, is a massive national advertising campaign telling the consumer of issues that affect him.

Mullane particularly targeted on used-car prices and the fact that dealers would have a difficult time competing with fleet used-car outlets, since the dealers pay more for those used cars and don't have readily available used-car fleets.

• Mullane began his attack on fleet incentives in August when he charged that dealers were being placed in an uncompetitive position because of the incentives given to large rental and leasing fleets.

Mullane contends that the retail customer feels the pinch of these incentive programs in the used-car value of his tradein.

Rental companies can sell the cars into the used-car market for less because they pay less for the cars and, in turn, create a lower-priced used-car market. This hurts the new-car buyer because it widens the difference between his tradein value and the new-car price.

The cost of these incentive programs has to be built in somewhere, Mullane said, and this is in the retail price of the car.

Frank McCarthy, executive vice president of NADA, said the current fleet subsidies are a greater threat to the franchise system than were those of the '60, because fleet sales account for a greater part of the market now than they did then and because rental and lease companies are now retailing their used cars.

Toyota dealer files $1 million good-faith suit

HOUSTON.—A New Orleans Toyota dealer, Joe Conte Toyota, has filed a million-dollar lawsuit in Federal District Court here against Toyota Motor Co., Ltd.; Toyota Motor Sales U.S.A. and Gulf States Toyota (a distributor) charging violations of the Dealers Day in Court Act and antitrust laws.

The lawsuit also names Jerry H. Pyle, president, and Thomas H. Friedkin, owner of Gulf States.

The dealership charges that the defendants conspired to attempt to require it to build a new facility and that the defendants withheld cars from the dealership in an attempt to force it out of the market.

The dealership's complaint said that during the first six months of 1981, it was supplied with an average of 94.3 cars a month. From September, 1981, through August, 1982, it said, the dealership received 40 new cars a month.

The complaint also charged that defendants provided fleet sale vehicles at a higher ratio than other dealers so that the margin of profit was substantially reduced.

The dealership also complained that it was provided with cars with all accessories already in place, cutting profit potential, and that it was advised that Gulf States Toyota could charge an additional $100 per new vehicle supplied to the plaintiff.

Joe Conte Toyota claimed it was damaged by at least $1 million.

Toyota-Pontiac dual

WESTBROOK, Conn. — Seaview Toyota-Pontiac, Inc., has opened here. Thomas Nashmy is president of the dealership.

High inventories shut 5 plants; 106,060 autos built

Downtime cuts U.S. car production

By Patricia Hoffman
Staff Writer

Downtime at five car plants due to high inventories in the field pulled last week's domestic auto production down 6.64 percent from the previous week's total, and output fell 10.21 percent below the comparable 1981 figure.

The auto makers slated production last week at 106,060 units, a decline from the previous week's 113,598 and down from 118,117 units built in the comparable period last year.

General Motors closed its Doraville and Oklahoma City facilities last week for inventory control. Operations are slated to resume today (Nov. 1).

Also idle last week for inventory adjustment were Ford Motor's Metuchen and San Jose plants, plus Volkswagen of America's Westmoreland facility. Production is scheduled to resume today at Metuchen and San Jose, while Westmoreland is slated to return next Monday (Nov. 8).

GM's Bowling Green plant and Ford's Lorain point remained closed last week for model changeover. Both were idled Oct. 13, and both are scheduled to begin production of 1983 models in December.

Operations resumed last week at GM's Janesville and Lordstown facilities following downtime for inventory control.

GM's Baltimore plant operated six days last week.

Truck production increases as two GM plants return

International Harvester's Ft. Wayne and Springfield facilities were down last week, but the return of two General Motors' points helped boost domestic truck output 9.30 percent from the previous week's total.

The truck makers scheduled 39,200 units last week, up from the previous week's 35,863, and a 17.37 percent gain over the 33,399 units built in the comparable 1981 week.

So far this year, the manufacturers have finished 1,636,282 trucks, up 15.69 percent from 1,414,395 completed in the same period last year.

International Harvester closed its Springfield and Ft. Wayne facilities last Monday for two weeks for inventory control. Operations are slated to resume at both plants Nov. 8.

Volkswagen of America's Westmoreland point remained idle last week. Production of 1982 models ended at the facility on June 28. Startup for 1983 models is slated for December.

The Chevrolet and GMC light-truck line at GM's Flint facility resumed operations last week after being idle one week for inventory control. About 1,500 returned to work.

Also back last week at GM was the GMC (truck and coach) line at the Pontiac plant. The facility closed Oct. 11 due to high inventories in the field. About 2,300 employes returned to work.

Avco to produce diesel engines

HOUSTON. — Avco Corp. has entered into an agreement with Stabilimenti Meccanici VM S.p.A. under which Avco Industrial Engine Operation will produce industrial and automotive diesel engines for the North American market. Production is scheduled to begin in June, 1983.

This production agreement replaces a distribution agreement signed in 1977 under which Avco marketed VM assembled engines, spare parts and accessories in the U. S. and Canada.

The Avco-VM family of diesel engines includes 25 models with a choice of water, air or a patented air/oil cooling system. The engines are used to power electric generators, compressors and pumps, as well as automobiles and trucks.

Canadian output rises as Oshawa, St. Thomas return

Canadian auto production jumped 56.79 percent last week from the previous week's total as operations resumed at General Motors' Oshawa (No. One) facility and Ford Motor's St. Thomas point following downtime to control overstocked inventory.

Last week, the auto makers estimated output at 18,090 units, up substantially from the previous week's 11,538, and up 18.56 percent from 15,258 in the comparable 1981 period.

Truck production was targeted at 9,581 units last week, down 18.25 percent from 11,724 the previous week and down 9.14 percent from 10,545 units built in the comparable week last year.

GM's Oshawa (No. One) car facility, idled Oct. 18, returned last week following inventory adjustment.

Also back last week was Ford's St. Thomas car point which was idled for inventory control Oct. 4.

International Harvester's truck facilities closed last week to adjust overstocked inventories.

The light-duty Chevrolet and GMC truck lines at GM's Oshawa truck point ended second-shift operations last week cutting output to 360 units a day.

American Motors' Brampton car facility was idle for the second week last week due to overstocked inventory.

Honda 'Job One' rolls today at Ohio car plant

Honda will begin building 1983 Accord four-door models at its $250-million auto assembly plant in Marysville, O., today (Nov. 1), but there will be no fanfare to mark the occasion.

A Honda spokesman speculated that plant officials decided against a Job One celebration because of the desire to carefully observe early production in a controlled environment.

Only four-door Accords will be built. Initially, the plant will build about 100 cars per month, and is expected to double that amount by April of next year. Build-up will be slow; by 1984, the plant will be operating at a planned 150,000-car annual rate.

Dealers east of the Mississippi River will begin receiving shipments of cars Dec. 1. Dealers will be allowed to sell only U. S.-built or Japanese-built four-door Accords, rather than a mix, the spokesman said.

Local content at the outset of production will be about 50 percent. That figure gradually will rise. Honda has more than 40 American suppliers.

The automobile plant, located adjacent to Honda's motorcycle assembly plant, is a 900,000-square-foot facility housing stamping, welding, paint, plastic injection and final assembly operations. When it reaches planned capacity, the auto plant will employ an estimated 2,000 workers.

obituaries

Jack W. Mendel

INDIANAPOLIS. — Jack W. Mendel, 58, retired district sales manager for Ford Division in Indianapolis, died Sept. 24. He had also been district sales manager in Philadelphia and Dallas.

Piet Van Doorne

EINDHOVEN, Holland.—Piet Van Doorne, 47, president of DAF Trucks and one of Holland's leading industrial figures, died Oct. 18. Mr. Van Doorne was the second son of the founder of the company, Huub Van Doorne.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
CHEVROLET	13,595	8,214	10,311	50,084	402,496	566,290
DODGE	2,400	2,033	2,359	7,671	79,061	107,045
FORD	15,969	16,018	15,900	55,979	551,889	584,711
GMC	4,436	3,606	3,464	14,790	145,636	197,634
INTERNATIONAL	.....	.....	1,029	3,328	60,646	39,880
VOLKSWAGEN	.....	578	.....	.....	34,623	8,103
JEEP	1,750*	1,500*	1,750*	7,350*	79,688*	73,589*
AM GENERAL	50*	50*	50*	210*	3,236*	2,030*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,200*	57,120*	47,000*
Total Trucks, U. S.	39,200	33,399	35,863	143,612	1,414,395	1,636,282

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
CHRYSLER CORP.	2,556	2,128	2,653	9,191	70,351	88,103
FORD MOTOR	3,025	2,699	3,088	9,334	119,657	115,360
GENERAL MOTORS	4,000	5,451	5,715	16,494	229,099	204,899
INTERNATIONAL	.....	267	268	1,042	9,665	9,208
Total Trucks, Canada.	9,581	10,545	11,724	36,061	428,772	417,570
N. American Trucks	48,781	43,944	47,587	179,673	1,843,167	2,053,852

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
AMERICAN MOTORS	3,770*	3,000*	3,760*	15,802*	103,572*	77,969*
AMC Total	770*	3,000*	760*	3,202*	103,572*	45,289*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	3,000*	12,600*	.....	32,700*
Alliance	3,000*	.....	3,000*	12,600*	.....	32,700*
CHRYSLER CORP.	15,000	11,740	15,245	54,695	668,287	498,883
Plymouth Total	6,000	3,894	6,287	22,754	333,335	201,613
Horizon	2,300	.....	2,318	7,358	127,414	65,656
Reliant	3,600	3,894	3,877	15,103	196,334	134,892
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	100	.....	92	293	.....	1,065
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,900	3,186	2,180	7,580	42,013	95,976
LeBaron	1,200	3,186	1,113	4,608	37,151	85,130
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	700	.....	1,067	2,972	.....	10,846
Dodge Total	7,100	4,660	6,778	24,361	292,939	201,294
Omni	2,200	.....	2,213	7,052	114,213	61,431
Aries	3,700	3,270	3,646	13,637	155,138	105,743
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	300	1,390	342	1,519	7,262	26,575
Dodge 600	900	.....	577	2,153	.....	7,545
St. Regis	.....	.....	.....	.....	3,602	.....
FORD MOTOR	22,866	30,347	26,708	92,560	1,186,605	914,469
Ford Division	13,301	20,356	16,166	55,506	809,658	573,514
Escort	4,053	7,627	6,946	20,139	320,987	228,579
Fairmont	2,918	3,927	2,970	9,502	160,083	103,611
Must./Must. II	1,793	3,920	1,835	7,579	137,025	106,833
LTD/Granada	4,537	3,634	4,253	17,791	91,060	99,343
Thunderbird	.....	1,248	.....	.....	58,415	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	162	495	1,202	5,822
L-M Division	9,565	9,991	10,542	37,054	376,947	340,955
Mercury Total	7,501	7,595	8,474	28,365	322,569	260,678
Lynx	1,227	1,890	2,315	6,153	107,482	71,346
Capri	431	1,299	421	1,878	44,920	29,496
Zephyr	938	716	910	2,866	46,188	33,158
Marquis/Cougar	2,003	1,658	1,825	7,378	40,724	45,941
XR-7	.....	384	.....	.....	27,324	10,580
Mercury	2,902	1,648	2,916	9,900	55,274	68,605
LN7	.....	.....	87	190	657	1,552
Lincoln Total	2,064	2,396	2,068	8,689	54,378	80,277
Continental ('82)	413	1,198	415	1,740	7,472	16,584
Lincoln	1,236	768	1,240	5,087	23,548	38,071
Mark VI	415	430	413	1,862	23,355	25,622
GENERAL MOTORS	64,424	68,871	64,769	246,961	3,417,466	2,753,412
Buick Division	14,731	15,890	16,723	59,682	761,539	641,592
Skylark	3,732	6,165	3,668	8,569	236,637	121,554
Skyhawk J	1,331	.....	1,314	5,610	.....	57,869
Century	.....	1,189	1,738	4,428	90,508	96,686
Regal	4,022	4,827	4,253	17,006	229,152	175,878
Buick	4,286	3,709	4,315	17,951	147,438	153,821
Riviera	1,360	.....	1,435	6,118	57,804	35,784
Cadillac Division	5,940	1,286	6,246	23,581	222,108	198,702
Cimarron	390	.....	.....	1,386	20,735	6,636
Seville	485	.....	485	2,266	21,139	18,583
Eldorado	1,105	.....	1,084	5,104	49,606	47,474
Cadillac	3,960	1,286	4,677	14,825	130,628	126,009
Chevrolet Division	19,950	24,486	17,444	74,119	1,253,733	884,868
Chevette	4,807	7,251	4,804	15,257	300,142	184,834
Cavalier	3,950	3,948	.....	11,297	104,610	78,222
Celebrity	.....	1,001	1,393	4,528	2,073	58,477
Camaro	4,799	80	3,834	10,732	88,054	189,019
Citation	1,345	5,221	2,459	9,160	271,219	143,871
Malibu	2,279	3,976	2,516	10,886	199,482	104,571
Monte Carlo	2,270	2,438	1,904	9,281	118,903	66,550
Chevrolet	500	481	534	2,250	143,569	36,810
Corvette	.....	90	.....	728	25,671	22,514
Oldsmobile Division	16,222	14,361	18,311	65,550	729,719	649,280
Omega	1,568	2,562	1,516	3,084	122,841	67,131
Firenza	845	.....	826	2,976	.....	38,664
Cutlass	6,000	4,853	5,324	21,907	327,167	175,718
Cutlass/Ciera	.....	1,726	3,523	7,033	5,165	103,101
Oldsmobile	6,934	5,220	6,260	26,535	237,210	236,226
Toronado	875	.....	862	4,015	37,336	28,440
Pontiac Division	7,581	12,848	6,045	24,029	450,367	378,970
Acadian†	118	174	44	317	16,719	9,403
2000	780	2,939	.....	2,589	66,761	34,478
1000	675	2,131	862	2,550	77,743	32,170
Firebird	3,153	51	2,598	7,135	43,655	113,846
Phoenix	815	1,968	802	2,928	87,115	41,536
G. Prix/B'ville ('83)	2,040	4,014	1,739	8,204	101,959	117,195
A6000	.....	1,571	.....	306	4,324	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	4,059	3,116	7,447	146,178	67,658
CHECKER	.....	100*	.....	.....	1,694*	2,163*
Total Cars, U. S.	106,060	118,117	113,598	417,465	5,523,802	4,314,574

CANADIAN CAR PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
AMERICAN MOTORS	.....	794	.....	1,942	28,696	25,815
CHRYSLER CORP.	4,128	1,871	4,112	12,418	51,821	138,066
FORD MOTOR	4,797	3,543	3,789	10,759	179,775	240,071
GENERAL MOTORS	8,940	8,825	3,412	23,851	409,859	298,622
VOLVO	225	225	225	900	8,705	8,602
Total Cars, Canada	18,090	15,258	11,538	49,870	678,856	711,176
N. American Cars	124,150	133,375	125,136	467,335	6,202,658	5,025,750
N. American Trucks	48,781	43,944	47,587	179,673	1,843,167	2,053,852
North American Cars and Trucks	172,931	177,319	172,723	647,008	8,045,825	7,079,602

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 11/8/82

Automotive News

November 8, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Sleek and subtle

Jim Plegue photos

Audi readies new streamlined 5000

Audi will introduce this all-new 5000 sedan in the U. S. next May, offering it with choice of five-cylinder gasoline or turbo-diesel or turbo-gasoline engines. Its European counterpart, the Audi 100 (identical except for grille and headlamps), has a drag-coefficient rating of 0.30, lowest of any car sold in the world. In this unofficial photo, the car's grille badge reads "Cerano." Audi said it means nothing and is on the car as "camouflage."

DeLorean faces new pressure as IRS steps up investigation

By Edward Lapham
Financial Editor

Copyright, 1982, Automotive News

The Internal Revenue Service has broadened its investigation of John Z. DeLorean, his sports-car venture and related enterprises to include areas which suggest possible tax fraud, AUTOMOTIVE NEWS has learned.

The result could be a federal grand jury investigation.

Sources close to DeLorean Motor Co. and affiliated ventures said the IRS, which had been conducting fairly routine audits of certain DMC-linked financing arrangements, has intensified its activity in the wake of John DeLorean's arrest in Los Angeles on federal drug charges.

One focus of the investigation is documents relating to the DeLorean Research Limited Partnership, formed in 1978, which raised $18.8 million for R&D work on the sports car.

DeLorean Motor Co., the sole general partner with power of attorney, contributed the sports-car rights to the partnership, while 134 limited partners assembled by Oppenheimer & Co. contributed the cash. Oppenheimer's took $2.25 million in fees.

As previously reported (AUTOMOTIVE NEWS, Sept. 20), the IRS notified the DRLP partners it was auditing returns for deductions taken for the years 1978 and 1979. Subsequently, the IRS decided to also audit partner returns for the years 1980 and 1981 to determine if the deductions qualified as research and development.

Now, however, the IRS apparently has become directly involved in one of the unanswered questions about the DeLorean sports-car venture: What really happened to the money raised by the 134 DRLP investors?

The question has been explored seriously for more than a year, following charges made last October by a former DeLorean employe, Marion Gibson, who gave a large stack of company documents to a British member of Parliament who in turn made some of them public.

• Subsequent to the allegations, Scotland Yard launched a short investigation which cleared John DeLorean of wrongdoing. DeLorean then instituted libel suits against two former employes

Continued on Page 51, Col. 1

'83 sales 'quietly taking off,' spot-check of dealers shows

By Jim Plegue
Staff Writer

Big cars are in, small cars are out. Specialty models and trucks are hot, too.

Factory interest-rate subvention is attracting customers and helping clean up what's left of the '82 inventories.

Buyers are still leery of high prices and steep interest rates but job security is becoming another big fear at car-buying time.

And, oh yes, things are getting better.

Those are the conclusions drawn from an AUTOMOTIVE NEWS survey last week of domestic and import dealers across the country.

As the '83 selling season gets under way, dealers for the most part are optimistic. The '83s may not be "off and running," but at least they're moving.

• General Motors and Ford Motor dealers reported good results from factory interest-rate programs designed to sell '82 models. Several Chrysler Corp. dealers said they wished their factory had a similar program.

"Sales were moving at a decent pace until GM's 10.9 percent financing came out; then we noticed a drastic reduction in floor traffic," said Joe Ventura, president, Baum Boulevard Dodge, Inc., Pittsburgh.

"We're still doing respectable but we're not selling at the rate we should be. Chrysler should come up with something similar to GM's 10.9 (percent financing), something we can use in our advertising instead of the rebates."

Like other Dodge and Chrysler-Plymouth dealers around the country, Ventura said customers are showing plenty of interest in the new E-body cars (Chrysler E Class and Dodge 600).

"We're getting a lot of people in here who are comparing it with the foreign competition," he said. "We're down to one (600) in stock."

At Freed Chrysler-Plymouth, Salt Lake City, sales are "up slightly" from last year, according to Doug Tollstrup, new-car manager. Tollstrup's hot sellers are the Reliant, LeBaron and New Yorker, while the Horizon is sluggish.

• "Our sales of '83s are quietly taking off," said Burt Boeckmann, owner of Galpin Ford, a large dealership in Sepulveda, Calif.

Although the Ford financing incentives have worked, Boeckmann said his "overall volumes have been stagnant. There have been no significant burps. We've been looking at the same numbers every month, though we are running slightly ahead of last year."

Boeckmann's popular models are the high-output Mustang and the Mustang convertible and "from a profit standpoint, the T-Bird has moved well." His slow models are the EXP and the Fairmont.

The new Thunderbird, due in January, will be a success, Boeckmann predicted.

"All day long, people come in and ask us, 'Where's the new T-Bird?' There's more interest

Continued on Page 52, Col. 1

Ford's answer to GM is 10.75 pct. loan rate

By Joseph Bohn
Marketing Editor

Ford Motor Co. lost little time in countering General Motors' low-interest finance program with a new 10.75 APR program of its own.

However, Toyota stuck on more traditional dealer cash incentives in launching a new truck program.

Ford's finance program runs from Nov. 2 to Dec. 31 and covers all new '81 and '82 cars only.

The low-interest financing is available through Ford Motor Credit Co. or any participating financial institution. (GM's 10.9 percent program on '82 models is available only through GMAC.)

The Ford program also offers cash rebates in addition to the low financing on non-base Escort/Lynx, EXP/LN7 models and dealer cash on Continentals.

Customers get 10.75 percent APR on non-base Escort/Lynx models, plus $200 rebates. Those who do not take the low APR offer can get $400 rebates or Ford Care (Car Care at Lincoln-Mercury), but they can't have both. Ford Care is a 24/24 maintenance-warranty program.

The typical savings for a buyer of an '82 Escort would be about $1,200, accoring to Philip E. Benton Jr., Ford vice president - sales operations.

This assumes a prevailing retail finance rate of 17.5 percent and a contract of $6,200 for 48 months. The buyer would save $1,009 on financing costs and $200 on the rebate.

On EXP/LN7, customers get $500 rebates along with the 10.75 percent. Non-finance customers get $1,000 rebates or Ford Care, when they don't take the 10.75 percent.

Ford is offering the extra re-

Continued on Page 51, Col. 4

breaking news

UAW strikes Chrysler Canada

TORONTO.—The UAW called a strike against Chrysler Canada last Friday. The move affects 9,140 hourly and 392 salaried workers at the Chrysler plants in Windsor, Ajax and Etobicoke, Ont. It will also cause 6,000 workers in the U. S. to be laid off beginning today (Nov. 8), according to Gerald Greenwald, Chrysler vice chairman. Chrysler had proposed that the UAW accept the contract recently rejected in the U. S. or that the strike deadline and negotiations be postponed, as was done in the U. S. Both plans were rejected.

International Harvester to sell off assets

CHICAGO.—International Harvester announced tentative agreements to raise $65 to $70 million by selling assets of its truck axle and transmission operation to Dana Corp. and some assets of its aircraft-towing tractor operation to Ingersoll-Rand. Land and buildings in Ft. Wayne, Ind., are not included in the Dana deal, but new preference shares may be. The Ft. Wayne plant is to be phased out. Earlier story on Page 52.

NEWSPAPER
AN JAN83
MD2081ACNGLIAC CE LN09S 920013
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Dingell applies some pressure

DOE decides to publish Mileage Guide after all

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The 1983 Mileage Guide, the government's annual summary of the fuel economy abilities of the year's new cars, will be published after all.

Robert C. Odle Jr., Department of Energy assistant secretary for Congressional, intergovernmental and public affairs, ordered printing of the guide last week.

Odle had held up printing of the guide pending a review by the department of the value of the guide which, under federal law, must be available to any consumer who might wish one.

Odle was distressed to learn the DOE had nearly one million of the 1982 guides left and had sought to cut production or eliminate the guide altogether as part of a cost move.

That was before Rep. John Dingel, Michigan Democrat and father of the Energy Policy and Conservation Act that mandated production of the guides, got into the act.

Dingell sent Odle two letters recently, demanding to know why the guide wasn't being produced.

In the process, Dingell pointed out that the law clearly states that "booklets, either DOE produced or printed by dealers or manufacturers using the format approved by the EPA, must be available in sufficient quantity for retention by each prospective purchaser" of an automobile or light truck.

Failure to have the guides available can put auto dealers in the position of having to pay a fine of as much as $10,000 for each day they do not have the guide.

The Center for Auto Safety also put on pressure by writing to NADA, telling the association of DOE's recalcitrance in publishing the guide and pointing out the car dealers' subsequent liability exposure.

When told of DOE's decision to now go ahead with printing of the guide, Center director Clarrence Ditlow said, "DOE is doing its best to flaunt the law while consumers and auto dealers suffer. We will see if we can't expose this charade for what it is."

• Traditionally, the DOE has produced 7 million to 10 million copies of the guide each year at a cost of approximately $1 million. These guides were then made available to dealers in packages of 150 to 200. Most years, the guides were all used up, and in 1978 the government even ran out, but last year auto sales plunged sharply and so did demand for the Mileage Guide.

The resulting surplus led Odle to call off production of the second edition of the 1982 Mileage Guide which usually contains numbers for most of the imported vehicles as well as late-introduction domestic models.

It also prompted Odle to review the status of the Mileage Guide which, in turn, led to consideration of three options by the DOE, all aimed at cutting its involvement in the Mileage Guide program.

These were: Printing only enough copies for each auto dealer in the country (approximately 25,000) and making the dealers responsible for extra copies to give to customers; printing only 250,000 copies with 150,000 being sent in packets of 50 to only 3,100 of the largest dealers, and printing

Continued on Page 51, Col. 2

Corolla for sun lovers

American Custom Coachworks, Beverly Hills, Calif., produces the Toyota Corolla as a "Sport" convertible, with power top. The conversion retails for about $6,000 and takes about 15 working days to complete.

Ford, Toyo Kogyo get EPA waiver for small diesel

WASHINGTON. — The EPA has decided to grant Ford Motor Co. and Toyo Kogyo Co., Ltd., a waiver from the 1984 oxides of nitrogen standard so the two companies can market a new small diesel engine to be made by Toyo Kogyo.

Toyo Kogyo produces the Mazda line of automobiles and trucks and is 25 percent owned by Ford.

The new engine, designated "TX1" will be an in-line four-cylinder model displacing approximately 1.8 liters and will be available as an option in Mazda's revamped 626 series and in Ford's Topaz and Tempo models.

The companies had argued the waiver was necessary if the engine was also to comply with diesel particulate standards. As it has in previous waivers granted to other diesel makers, EPA granted the full 1.5 grams-per-mile level permitted under provisions of the Clean Air Act.

Ford and Mazda join General Motors, Mercedes-Benz, Volvo, Peugeot, Volkswagen, Nissan, Isuzu, Renault, BL Cars, Chrysler Corp., BMW and Vehicle Technology, Inc., as recipients of waivers for one or more diesel engine families.

Parts and accessories sales lead gain

Shop business up in September

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business recorded by new-car dealers in September dipped 5 percentage points from the pace registered in August, the volume still managed to post the fourth biggest increase of 1982.

According to the Automotive News Service Index, shop volume in September amounted to 108.8 percent of the business recorded in the shops during the same month a year earlier.

In August, shop business was 113.8 percent of the volume registered in the corresponding month of 1981 for the second biggest gain of 1982.

September also marked the 19th consecutive month that the Service Index has shown an increase over the year-earlier period.

All indicators showed good gains in September, including repair orders written which were on the plus side for the second consecutive month.

September's biggest increase was recorded by sales of all parts and accessories which were up 12.4 percent, followed by gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — up 10.2 percent over the year-ago figure.

Shop parts sales (those used on both customer-paid and warranty work) were up 9.5 percent, while total labor sales — customer paid and warranty — increased 7.5 percent over the figure for the same month in 1981.

Repair orders written increased 2.3 percent over September, 1981. In August, ROs were up 4.1 percent.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the nine-month period of 1982, dealers' shop volume amounted to 108.0 percent of the business for the corresponding 1981 period.

The leading indicator for the January-September period was shop parts sales, up 12.6 percent, followed by sales of all parts and accessories, up 11.9 percent, while gross profit increased 10.7 percent.

Total labor sales climbed 6.2 percent during the nine-month span, while repair orders written declined 5.3 percent.

Banks cut rates for Springfield sale

SPRINGFIELD, Ill. — The Springfield New Car and Truck Dealers Assn. and two local banks combined in a four-day promotion that resulted in an estimated $1.75 million of business.

The promotion involved automobile loans at 12.5 percent, about three percentage points below the prevailing rate. Springfield Marine Bank and Capitol Bank had people working on Sunday, last day of the promotion, to process loans.

SERVICE INDEX
108.8*

	Sept., '82 vs. Sept., '81	9 mos., '82 vs. 9 mos., '81
Gross Profit on All Labor and P&A Sales	+10.2%	+10.7%
Repair Orders Written	+ 2.3%	− 5.3%
Total Labor Sales (Customer & Warranty)	+ 7.5%	+ 6.2%
Shop Parts Sales (Customer & Warranty)	+ 9.5%	+12.6%
Sales of All Parts and P&A	+12.4%	+11.9%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1982, was 108.8 percent of business in Sept., 1981. Service business in the nine months of 1982 was 108.0 percent of business in the corresponding period in 1981.

Alfa Romeo will open Detroit office to peddle technology

By John Russell
New York Staff Writer

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo will be moving ahead to sell technology to U. S. companies in the near future as the Italian auto maker prepares to open an office in Detroit.

The specifics of the project are yet to be completed, according to Luigi Zucchet, president of Alfa Romeo in the U. S., but recruiting is under way for staffing the office and Zucchet agreed that Alfa wants to sell technology.

This would encompass components from all Alfa divisions, including diesels, and is part of the parent company's corporate strategy, he said, since Alfa Romeo is smaller than many auto makers and is seeking to spread development costs.

Zucchet said an example of what it hopes to do is the agreement between Alfa Romeo and Nissan as well as Alfa and Fiat for projects in Italy.

Last summer, it was revealed that Alfa Romeo had been in contact with two leading U. S. component manufacturers on the Alfa modular engine.

Alfa executives in Italy told Automotive News at the time that it was no secret Alfa was interested in working out licensing agreements on both the hardware and software for its modular engine.

Zucchet said this latest move by the company would go beyond the modular engine and include various divisions within the Alfa group.

• Zucchet has headed Alfa in the U. S. since last spring and his primary concern has been turning around the U. S. operation.

During the past five years, sales of Alfa Romeo cars in the U. S. have been on the decline. In 1978 the company sold 6,237 cars in the U. S., but that dwindled to 2,294 in 1981.

Zucchet anticipates finishing 1982 with about the same number of unit sales as last year, without any incentives. To Zucchet, this is a key point since he regards incentives as a destructive policy.

Zucchet views his whole program for the U. S. as reestablishing confidence, both among consumers and the 130 Alfa dealers by demonstrating the corporate commitment to the U. S. market.

As part of his planning, he has moved to develop a consistent advertising program to create a new image of quality for the product. A new advertising agency was appointed, Burston Marstellar, and a strategy was developed to give Alfa a consistent advertising presence. Zucchet also said he has increased the advertising budget, but would not reveal the figure.

A direct-mail campaign has been started in selected markets to invite potential customers to test drive an Alfa Romeo —with a new twist. Alfa rented test tracks in the San Francisco and Los Angeles areas and conducted the test drives there with the area dealers, inviting a limited number of consumers.

Zucchet said the program enables the company to reach consumers interested in sports cars. And that, he said, will be the area of concentration for the future sports cars.

• Zucchet said Alfa has a sports-car image in this country and that is where the company will concentrate its marketing efforts. Alfa attempted to market a sedan in the U. S., but that has been dropped and Zucchet made it plain Alfa would not try it again, although the maker successfully markets sedans in Europe.

New models will be coming to the U. S., but Zucchet declined to say when. He said a complete lineup change is being conducted by the parent company, starting in 1983 and continuing through 1986.

While Zucchet would not reveal the models contemplated for the U. S., Sergio Fonda, general sales manager for the parent company, said last summer that the models would be expected to reach the U. S. in 1984 and that the lineup for the U. S. would be expanded to include a third car designed to compete with the Mazda RX-7 and Datsun 280-ZX.

Zucchet said the company wants a dealer commitment for more trained staff in sales and service. It is part of the overall effort to change Alfa's image in the U. S., Zucchet admitted. Parts and service availability may not have been the best.

He said dealers must get behind the company efforts if they are to succeed, but he made it plain he does not intend to expand the 130-dealer network. Instead, Alfa will try to work with the dealers to upgrade.

Zucchet said he intends to meet with each dealer at least once a year.

He said he thought it was realistic for Alfa to expect to sell 10,000 to 12,000 units a year and he is projecting a 20 percent sales gain in 1983.

Bieber, Majerus and Ephlin are in the running

Three vie to replace Fraser as UAW chief

By Marjorie Sorge
Labor Editor

As the contest for the presidency of the 1.2-million-member UAW comes down to the wire, three contestants are still in the running.

Either Raymond Majerus, secretary-treasurer; Vice President Donald Ephlin, also director of the Ford Department, or Vice President Owen Bieber, also director of the General Motors Department, will be the recommended candidate to replace current President Douglas A. Fraser.

Fraser, 65, steps down as president at the UAW's Constitutional Convention in Dallas next May. The union has a mandatory retirement age of 65 for its officers.

The choice among Majerus, Ephlin and Bieber, will be made this Friday (Nov. 12).

On Friday, the union's 26-member international executive board will meet to make its recommendation for Fraser's successor. That recommendation will, in turn, be taken to the 300-member steering committee on the same day for their endorsement.

The final step will be when the successor is elected by delegates to the union's convention in Dallas.

The new leader will be the seventh president in the union's history. Francis J. Dillon was the first in 1936 (appointed by the AFL), followed by R. J. Thomas in 1939, Walter Reuther in 1946, Leonard Woodcock in 1970 (following the death of Reuther in a plane crash) and Fraser in 1977.

Following are the philosophies of the men who could succeed Fraser:

• Ephlin, 56, is a long-time advocate of joint company-union deavors for a more cooperative relationship between the parties. The new Ford-UAW contract has this idea as its basis in a new Employe Involvement program and Mutual Growth Forums. Under these programs, workers have input into the company at every level.

But Ephlin admits that those programs are still in their infant stages and the new philosophy is "not as much a part of the system as I'd like."

"We must institutionalize the joint endeavor program," he said. "It must be in the system so deep that it cannot be destroyed by a strike over economics."

The Mutual Growth Forums also allow worker and company to exchange financial information and could make it easier to negotiate a "modest agreement" in 1984, if Ford is still in trouble. But Ephlin warns that if either Ford or GM plan to ask for modest changes in the contract which expires in September, 1984, they should not be paying out dividends.

Ephlin also believes that the joint endeavors will help raise the status of the union in the eyes of the public. Unionism has lost popularity points and has been blamed for the slumping economy by certain sectors in recent months.

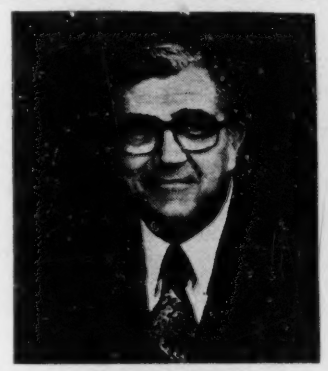
Also, the cooperative ethic could be a plus in organizing, Ephlin said.

"Our goal is not only (to see the union) accepted as part of a company's operation but to be given the credit publicly by the company for our contribution to the improvement of that company," he said. "If we can do both of these things simultaneously, then that builds the status of the union and enhances our opportunities to organize other workers."

• According to Ephlin, prime candidates for union organization are in the professional fields, the service industry, health care and high technology, plus engineers, nurses and those in aerospace.

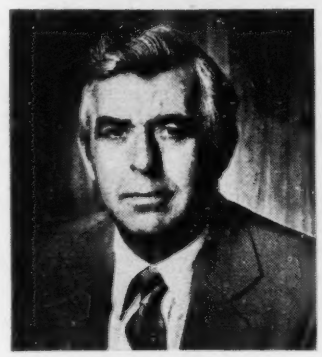
Ephlin also believes wages

Continued on Page 50, Col. 2



Owen Bieber

Raymond Majerus



Donald Ephlin

In effort to recapture the glory years of the 1960s

Halo car and motorsports are big at Pontiac

By Joseph Bohn
Marketing Editor

PONTIAC. — Pontiac's new 6000 STE four-door sedan will be a halo car for the 6000 line.

In fact, marketing will seek to establish it as the "best . . . of the entire Pontiac lineup," said R. Ed Benson, assistant general sales manager-marketing.

But, for all that, the division expects to build no more than 25,000 in the abbreviated '83 model run in order to concentrate on quality.

"Experience the most technically advanced Pontiac," says a print headline for the car, being officially kicked off with ads in January.

Pontiac officials are out to recapture the glory years of the '60s with their updated performance image, and outlined motorsports as part of the marketing to achieve that goal.

This past summer, Elliott Forbes-Robinson won the Sports Car Club of America Trans Am series, driving the Mecham/Huffaker prepared Trans Am. And officials looked for Richard Petty to win his 196th career championship in the NASCAR Grand National Championship. Other Pontiac drivers include Ricky Rudd, Buddy Baker, Geoff Bodine and James Hylton.

Pontiac's '83 motorsports program includes use of major network televised races. It already has secured the Daytona 500, the Michigan 500, the Winston 500 and the Michigan 400, Benson added.

Other major racing coverage, such as the Indy 500, is currently being explored with the networks, he added.

• Pontiac will also package a series of cable televised races through the year with ESPN and MIZLOU, the major cable sports network.

Exclusive sponsorship of the Motor Racing Network on radio will be maintained throughout '83. This network consists of some 400 local radio stations, broadcasting 33 racing events each year.

Because of its long-time association, Pontiac gets generous references and preferred exposures, as well as commercial time, at these events, Benson said.

"And since we will provide our 1983 Pontiac Trans Am pace cars for 17 NASCAR and SCCA events, we'll get great product exposure with fans as well as TV viewers," he added.

Expanded use of enthusiast magazines, supplements in racing markets and racing programs at the tracks also add exposure for image and performance on cars like Firebird, Grand Prix and 2000.

Again, in the affluent youth market, the division is looking at new and unique ad media.

One is the Ski View Network with which Pontiac signed on as the exclusive car advertiser. This medium reaches skiers via 200 tower displays at 50 ski area and resorts in 14 states.

Its display theme is "Go carve a turn."

Also, Pontiac is using expanded print ads in college magazines, like Nutshell and Directory of Classes, along with national media like Rolling Stone and Psychology Today to reach the young, educated affluent skiers who, as a group, spend less time with traditional media because of their lifestyle.

Of course, the division continues to target a host of other audiences through more traditional media.

As previously indicated, Pontiac is also running a syndicated TV special, "Stars in the Fast Lane," on an "ad hoc network" Jan. 23.

And supplementing its media plan for 1983 is a new syndicated TV series called "The Road to Los Angeles-1984," a one-hour weekly telecast for 30 weeks, starting in January. The Olympics will be held in Los Angeles in 1984.

Finally, the division is experimenting with computer-generated animation commercials. It has a futuristic setting, with a futuristic highway winding through a super city, which features a black-clad, leather-jump-suited girl putting the Firebird Trans Am through its paces.

"A car that conquered the wind, a car that lets you slip off the commonplace and experience driving excitement," says the voiceover.

Domestics near 1981 totals, imports up 7 pct.

October car sales show slight gain

By Jenny L. King
Staff Writer

October new-car sales in the U. S. held few Halloween surprises. The domestic auto makers kept pace with sluggish 1981 levels and the imports continued to stir restlessly, pushing their sales up for the third consecutive month and claiming a record share of the October market.

The industry total for the month was 656,250, up 1.24 percent from 648,185 a year earlier. Domestics were off 0.66 percent, dipping to 487,871 from 491,107.

Combined import sales were up 7.19 percent, to 168,379 from 157,078. They accounted for 25.66 percent of the month's market, up from 24.23 percent a year ago and a record for October.

Year-to-date industry sales reached 6,601,383, down 11.08 percent from the 10-month total of 7,424,092 recorded in 1981. Domestic sales were down 12.30 percent, to 4,750,466 from 5,416,984, while imports were down 7.78 percent, to 1,850,917 from 2,007,108.

On a daily-rate basis, October domestic sales were up a modest 3.16 percent. The daily selling rate for 26 days this year was 18,764 compared with 18,189 for 27 days in 1981.

• For the month, on a year-to-year basis, three of the five major U. S. auto makers notched sales increases. On a daily-rate basis, it again was three.

General Motors dealers retailed 296,317 new cars in October, up 0.29 percent from 295,473 last year (up 4.15 percent daily rate). Ford Motor Co. reported sales of 105,918 units, down 6.89 percent from 113,760 (down 3.31 percent daily rate).

Chrysler Corp. made the biggest gain, with sales of 66,156 up 16.08 percent from 56,992 (up 20.51 percent daily rate).

American Motors caught fire in October, aided by its new Renault Alliance which accounted for more than one-half of sales. AMC climbed 32.27 percent to 12,722 from 9,618 last year (up 37.36 percent daily rate). Volkswagen of America plunged 55.73 percent, to 6,758 from 15,264 (down 54.04 percent daily rate).

GM earned 60.74 percent of the domestic market during the month, up from 60.16 percent in 1981. Ford dropped to 21.71 percent from 23.16 percent. Chrysler earned 13.56 percent — its best month this year—up from 11.61 percent. AMC climbed to 2.61 percent (also a best-month level) from 1.96 percent, and VWoA skidded to 1.38 percent from 3.11 percent.

On a year-to-year basis, seven of the 14 domestic makes were up in October compared with their 1981 sales levels. Chrysler more than tripled its sales, Dodge was up 5.18 percent, Lincoln was up 45.52 percent, Buick was up 9.79 percent, Cadillac was up 7.30 percent, Oldsmobile was up 14.50 percent and AMC was up 32.27 percent.

In contract, Plymouth dropped 18.97 percent, Imperial was down 24.66 percent, Ford was down 9.08 percent, Mercury was down 13.08 percent, Chevrolet was down 10.71 percent, Pontiac was down 13.68 percent and VWoA was down 55.73 percent.

• Among the import companies, the top Japanese makers flexed their muscles in October, although still straining under the voluntary import restrictions.

Number-one importer Toyota reported a sales increase of 4.37 percent for the month, second-place Datsun was up 10.27 percent, Honda was up 23.31 percent, Mazda was up 7.71 percent and Subaru was up 17.81 percent. All of them have kept slightly below their 1981 sales levels for the 10-month period.

Other winners were BMW, up 44.09 percent from last October; Jaguar, up more than 100 percent; Mercedes-Benz, up 7.99 percent; Porsche, up 64.49 percent; Saab, up 19.24 percent, and Volvo, up 6.50 percent. All of these European importers are ahead of 1981 in their year-to-date sale as well not being held to any restrictions.

Mitsubishi began its own marketing operation in October

Continued on Page 52, Col. 3

index

Auction reports	40
Classified advertising	44
Editorial page	12
Obituaries	50
Personnel	27
Production by makes	54
Registrations, car, truck	20
Truck highlights	10

58th year — No. 4940

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.